

The Inauguration

of this important plan, which is going to mean a change in the point of view of the buying public, takes place in Omaha, Monday, March 10th.

Later, exactly the same buying opportunities will be offered at the following places and dates:

SATURDAY, MARCH 15
At
Fred Lippold
(Brodegaard Co-partnership Store.)
Pender, Neb.

SATURDAY, MARCH 15
At
Peters Bros.
(Brodegaard Co-partnership Store.)
Millard, Neb.

MONDAY, MARCH 17
At
Van Valin Dept. Store
(Brodegaard Co-partnership Store.)
Herman, Neb.

WEDNESDAY, MARCH 19
At
McCracken Drug Store
(Brodegaard Co-partnership Store.)
Craig, Neb.

FRIDAY, MARCH 21
At
Jensen Drug Store
(Brodegaard Co-partnership Store.)
Winnebago, Neb.

SATURDAY, MARCH 22
At
Fred E. Hoar
(Brodegaard Co-partnership Store.)
Walthill, Neb.

Opening Week in Omaha of the Brodegaard Direct and All-State Selling Plan

We are now ready to offer to the public of Omaha, and the State of Nebraska, a tremendous and surprising buying opportunity under our new co-partnership plan, embracing our large Wholesale House, our big City Retail Store, and One Hundred New Stores and Authorized Agencies in various Nebraska towns.

By this plan, our President and Chief Buyer, Mr. Fred Brodegaard, has been enabled to go into the Watch and Jewelry Markets of the World and secure such price concessions on the highest quality Gold Jewelry and Guaranteed Watches as has never been heard of before.

We can now far more than meet the sharpest or smartest competition—be it retail or mail order, or any other scheme—with honest goods at rock bottom prices.

We shall not elaborate further on our superior selling power, but simply ask the people of Omaha, and the State of Nebraska, to investigate.

Come to Our Store and See How We Make Good

Any intelligent person will be able to see what we are trying to do for the buying public of this State by the aid of our Wholesale House, our big City Retail Store, and our one hundred Co-Partnership Stores scattered through Nebraska.

Compare these prices and quotations with anything you have ever read or heard of in the Watch or Jewelry line:



Gentlemen's or Young Man's Watch, 15 size, Elgin 15 Jewel movement, fitted in a high grade 20 year gold filled closed case, plain or engraved patterns. A fine time-piece at \$14.25

Gentleman's Watch, Waltham 17 Jewel adjusted, patent regulator movement fitted in an extra fine quality 20 year gold filled closed case, hand engraved designs. Correct time to the second at \$13.75

Gentleman's 16 size open face Watch, Elgin 15 Jewel movement, fitted in an art design, 20-year gold filled case; this case is fitted with a solid gold, non-pull-out bow, the very finest case made today. Above movement and case complete at \$12.75

Gent's Heavy Work Watch, Hampden 17 Jewel, patent regulator, full nickel movement, fitted in a nickel silver open face case, a guaranteed time keeper, at \$9.00



Locketts—Very newest patterns in Ladies' and Misses' plain and fancy designs as well as stone set Locketts. We handle a large stock of Locketts that we can guarantee to last from 15 to 20 years. Lockett like similar to same—\$3.00 at All others at same proportion. Our stock of Locketts are included from the very smallest to the largest Locketts you have seen.

LOCKET CHAINS
All styles of links, the very best quality gold filled chains; at prices from \$1.00 to \$3.00 Above chains 15 and 20-year guarantee. Very heavy rope and fancy design chains, from \$5 to \$10



Brooches—Solid gold, new and nifty patterns at a saving from 10 to 25%. Gold filled Brooches, fancy designs and stone mounted Brooches from \$1 to \$2. Brooch like cut or similar to same \$1.60



Ladies' and Misses' High Grade Watches, O size, Elgin or Waltham nickel movement, fitted in 20 year gold filled closed plain or hand engraved design case. A perfect time-piece at \$11.60 Ladies' O size Watch, same movement as above, fitted in a 25 year gold filled closed case, at \$14.00 Hampden 400 size Watch, one of the smallest Ladies' American made watches, Hampden nickel movement fitted in a 20 year gold filled closed case, plain or engraved design. A fine watch, specially timed movement at \$12.00 Ladies' 400 size Hampden 15 Jewel, patent regulator movement fitted in a 25 year 14-k case; this case has solid gold bow and solid gold raised ornaments. A watch of beauty as well as time, at \$20.80

Fobs—Ladies' and Gents' high grade gold filled, best quality for wear, all new and nifty patterns. Our special prices from \$2.00 to \$6 Ladies' and Gents' Silk Fobs, gold filled mounting, our special price \$4.00 All our Fobs are fitted with safety chain, a guard against loss or dropping your watch. Scarf Pins—Solid gold, plain and fancy stone mounting \$8.00 to \$10.00 Gold filled Ruby Doublet, usually worth \$1.90 from \$5 to \$1.90



Pin like cut or similar to same, solid gold \$2.25 Ladies' Solid Gold Set Rings, in single stone and fancy combination settings, all the very newest designs at prices \$2.00 to \$20.00 according to style.

Ring like cut, Solid gold, set with very best diamonds, \$2.95 Ladies' Solid Gold Seal Rings for engraving, all prices from \$2.50 to \$9 Gentlemen's 6 to 14 Gold Rings. We carry the largest stock in the west. A complete assortment at all times. Gentlemen's Ring, like cut, heavy solid gold ring, set with very best quality Ruby Doublet, usually worth \$4.50 \$5.00, our price, each, \$4.50 Seal Rings, all new and nifty patterns, all weights of rings for the same quality goods you pay 15 to 25% more than our prices elsewhere



Gentlemen's high grade gold filled Watch Chain, a large variety of Curb, Rope, Boston Link designs as well as fancy patterns 5-year guaranteed chains, all patterns \$1.15 10-year guaranteed chains, all patterns \$1.70 15-year guaranteed chains, all patterns \$2.00 20-year guaranteed chains, all patterns \$2.25 25-year guaranteed chains, all patterns \$2.85

Ladies' extra quality gold filled Watch Chains, a large and complete stock of all pattern chains; quality considered, our prices the lowest. 15-year guaranteed chains, extra fancy designs; at from \$3.00 to \$4.00 25-year guaranteed chains, the very best quality chain, on sale, \$4 to \$10



Mantle Clocks—Eight day time, hour strike on cathedral gong, half hour strike on cup bell, fine time keeper; case fine enamel finish. Clock like cut or similar to same \$5.50



Silverware—American Beauty Pattern, heavily plated flatware, each piece stamped and guaranteed by Fred Brodegaard Jewelry Co. We carry a complete stock of every article made. We show here a 26-piece American Beauty chest, which includes 6 hollow handle knives, 6 forks, 6 table-spoons, 6 teaspoons, a butter knife and sugar shell, fitted in a mahogany finish, satin lined chest, just like illustration. Our price complete \$12.25

American Beauty Teaspoons, 1/2 dozen at \$1.25 1/2 dozen American Beauty Dessert Spoons \$2.00 1/2 dozen American Beauty Table Spoons \$2.50 1/2 dozen American Beauty Salad Forks \$4.75 American Beauty Cake Fork \$2.00 American Beauty 3-piece Child's Set \$1.45 American Beauty Cold Meat Forks, at \$2.00 American Beauty Berry Spoons \$1.40 American Beauty Cream Ladle, \$2.00 Guaranteed 25 years.



Ladies' and Misses' Bracelets, a complete assortment of all size high grade gold filled bracelets, guaranteed for 20 years wear; we have them in plain, plain Roman hand engraved and fancy stone—art designs—at prices that will surprise you. Bracelets like cut, or similar to same, at \$4.20 All others at same proportion. A large variety of Children's Bracelets.



Alarm Clocks—High Grade Alarm Clock, fine time keeper, good alarm with silent switch, at \$1.00 clock for \$550

MUSIC

BY HENRIETTA M. REES.
THE production of the opera "Cyrano," composed by Mr. W. J. Henderson and Mr. Walter Damrosch, and produced for the first time on any stage by the Metropolitan Opera company, the last Thursday in February, has had various results, many of which were in accordance with time honored custom, and without which no new opera premiere would be complete. In the first place it has caused the author of the original French story, Edmond Rostand, to bring his hands and his pen to rest, and to cease at the adaptation. It seems that he did not consider America of sufficient consequence to warrant copyrighting his book in this country, and although the American makers of the opera have offered him author's royalties without being in any sense obliged to do so, while he agrees to accept royalties, he nevertheless continues to "protest." Musical America does not think this adds any special dignity to the Frenchman, but that it is neither here nor there as long as he did his duty to the new opera. The reviews of the opera also place Mr. Damrosch in a class with almost all the other composers of opera of any importance of recent time by recognizing Wagner, in a great many places, also Mozart, Puccini, and Debussy in different parts of the score. This may be true, and also, follows custom. The fact that the libretto was in English, and also singable, however, is a rather new item and reflects great credit upon the author of it. Another result is that the fact that the Metropolitan's performance of an American novelty, and its willingness to perform at least one every year and the fact that it has done so for four seasons, puts up the composition of such entirely to the American composer. Another interesting result was the bringing forth in the Boston Transcript of a "survey" of American opera to the present time, in which the writer, P. G. Clapp, makes some entertaining as well as truthful statements. He says that the appearance of American opera in the past furnished critics who were chary of opinions adverse to novel European products for fear of having to eat

WORKING FOR NATIONAL CONSERVATORY OF MUSIC.



MISS FLORENCE WILSON, Daughter of Former Secretary of Agriculture, James Wilson.

for his own opinion will the ground be cleared for American opera to be judged by its own merits. In a list of comparisons, while the writer admits that up to date no opera of first rank has been written by an American, he ranks "The Fig of Desire," by Mr. Converse, and "Zenobia," by Dr. Coerne, as equal to such operas as the "Secret of Suzanne," "Cavalleri Rusticana," "Pagliacci," "Thais," and others of the old "war-horses" that still attract large audiences. Mr. Clapp thinks the trouble with the language is the lack of competent American singing teachers in the matter of diction, that English is not more difficult, but only different, and that the time is rapidly approaching when it will be necessary for professional singers to thoroughly master the differences. The real difficulty with English as an operatic resource, according to this article, seems to be the tradition that the spoken and written word must differ. English speaking nations require a character to use upon the stage or in poetry a medium of speech more artificial, verbose, stilted and gradulicious than he would use in the same situation in real life. Even if the play were strictly American, upon an American subject, it would be rather hard to get a truly American production, with all the stage managers and conductors but one, European, and all the singers of whatever nationality trained by foreigners. The article closes thus: But so long as Americans distinguish themselves by such incredible deeds as sending their children in Europe to study the art of poetry with the same teachers they patronize here, so long as pianists can make an American audience praise an American piece and disapprove a European one by merely shifting their positions on the program without announcing the change, so long as American composers, which on their merits please the German leader of one of our best orchestras evoke from the subscribers angry protests against being obliged to listen to "this rubbish"—just so long can American operas, however worthy, do little more than stem the adverse tide, and we may be thankful if that tide turns that we have no first-rank operatic composer, least the tragic history of an Edward MacDowell be repeated.

Although we seldom have a chance to judge of American operas here in Omaha, isn't it sometimes possible to see a similar state of affairs at the concerts given by local and outside talent? Aren't we sometimes loth to give as much and as hearty support in local talent as we do to outside work? Why is it necessary for churches and clubs to go outside for talent for a musical? Isn't it partly because we will not turn out in as large numbers to hear someone we know as we will to hear someone we do not know, and sometimes someone we do not enjoy any more? This has not been the case this year nearly as much as it has been in previous years, however, and if we continue to support the excellent musical affairs given by our home talent we may do much toward making appreciation of American composers here easier also. A former Omaha boy is rapidly making a name for himself as an American composer. This is Cecil Burleigh, a young violinist of much talent, who at present teaches harmony and violin at Morning-side college in Sioux City. Although it has been seventeen years since Mr. Burleigh as a small boy, used to play marbles and attend school here, he is still remembered by some of his friends who

lived in the vicinity of Thirty-sixth and Jones streets. Mr. Burleigh began his musical career in this city, studying with an old German teacher named Schradieck. Among others whom he knew in a musical way was our musical Nestor, Dr. Batens. Mr. Burleigh has spent many years in diligent study and has been unusually successful as a concert violinist as well as a composer, but at present he is devoting himself more to the creative work. A "Cradle Song" published by Carl Fischer contains a lovely melody, and a more pretentious composition, "Rondo Brillante" (B. F. Wood), is likewise melodious, but as its name suggests, lively and full of fire. Five "Characteristic Sketches," opus 24 (Oliver Ditson Co.), are among his later published compositions, and are each most musical and splendidly written. Of these "From the Hearth," is especially beautiful, and leaves one with the same comfortable, musing state of mind that is felt before an open fire. "Hallowe'en" is mysterious and dainty, and contains a charming contrapuntal accompaniment. "Through the Snow" is crisp and sparkling, and the other two, "An Old Sweet Memory," and "By Moonlight" are very satisfying. Mr. Burleigh's work is never labored, but spontaneous, and reminds one more of MacDowell's than that of any other composer, and yet there is enough originality so that you are sure that it is not a MacDowell composition. Mr. Burleigh has received many encouraging letters from publishers, and Albert Spalding, the celebrated young American violinist, now touring Europe, has used some of his numbers upon his program. Mr. Burleigh has written two violin concertos, yet in manuscript, one sonata and is at present working upon another. All of his writings to the present time have been for the violin only. When the Mendelssohn Choir gives its annual spring concert this year in the latter part of April it will be accompanied by the "Chicago Symphony Orchestra," founded by Theodore Thomas. The name was changed a few days ago to prevent the adoption of the name, "Chicago Symphony orchestra," by any other musical organization, which would involve embarrassment and financial loss to the association. It is held that the present form indissolubly connects the name of the first great leader and conveys more than did the former name of the Theodore Thomas orchestra. But, to mutilate a quotation from Shakespeare that is so well known that in this case it is in a name? The concerts under any other name will be as great. Another new and interesting volume

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HAYDEN BROTHERS

has been added to the Musicians' literary series by the Oliver Ditson company. This is called "Sixty Patriotic Songs of All Nations," and is edited by that gifted English writer, Granville Bantock, who is also an authority on folk-song literature. The volume is carefully and completely compiled and contains national songs representative of thirty-three different nations. A brief paper upon what constitutes a national song, and its relation to the folksong by H. D. Anderson prefaces the collection, and particularly nice are the interesting "Notes on the Songs," by the editor. In these the origin and circumstances of the popularity of each are given as far as it has been possible to ascertain, and a short bibliography of the books consulted in each case is appended. Each song not only has the English words, but also the words in the original tongue. The name of the translator is also given. A comparison of different localities manifested in the contents furnishes much food for reflection. Musical Notes. Illness prevented the writer from attending a meeting of the Tuesday Morning Musical club on Tuesday, about which many reports, highly complimentary to the participants in the program, have been heard. Miss Alice Virginia Davis was the pianist, and Mrs. Beulah Dale Turner the vocal soloist. The quartet of the First Presbyterian church will give a concert Friday evening at the church, which will consist of a miscellaneous program of solos in the first part and of the new Cadman song cycle, "The Morning of the Year," in the second. This will be free, complimentary to E. H. Jenks, and music lovers are invited. A reception will follow in the church parlors. The quartet will be made up of Miss Edith Foley, soprano; Miss Ruth Ganson, contralto; Mr. George Johnson, tenor; and Mr. B. G. Kennedy, organist and accompanist. The first rehearsal of the Omaha Junior orchestra, under the direction of Henry Cox, was held Saturday afternoon, March 1, at 1313 Parham street. In spite of the very inclement weather, twenty enthusiastic players attended this first meeting. After a couple of hours ensemble playing Mr. Earl Stirling played a violin solo, and Mr. Stirling, Mr. Edwin Clark and Mr. Cox played a trio for the members of the orchestra. The rehearsals will be held regularly on Saturday afternoons. A musicale will be given by pupils of Mr. Max Landow at the First Baptist church on Saturday evening, March 8, at 8:30 p. m. Admission will be gained by presenting cards of invitation at the door. Through a mistake in the writing, Yeayo was announced in this column last week at the Auditorium instead of at the Brandeis. His date is March 24.